



WDCW-TV

ORDER

Print Date 10/24/12

Page 1 of 2

Flight Dates 10/30/12-11/06/12

Contract / Revision 373558 /
 Original Date / Revision
 07/18/12 10/04/12
 Advertiser G Allen/R/Senate

Agency Smart Media Group
 Buying Contact

814 King Street
 Suite 400
 Alexandria, VA 22314

Primary Account Executive
 Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Product
 ALLEN FOR SENATE

Agency Com 15%
 Billing Contact

814 King Street
 Suite 400
 Alexandria, VA 22314

Sales Office TWDC
 Sales Region National
 Agency Ref

Order Rep 00 15 00

Estimate # C30406

Alt Order # 06238412

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Order Share 1% Market Value 255000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WDCA	%	0
WJLA	23%	58650
WRC	31%	79050
WTTG	27%	68850
WUSA	18%	45900

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	6	\$2,167.50	\$2,550.00	0.00
Totals	6	\$2,167.50	\$2,550.00	0.00

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	6	\$2,167.50	\$2,550.00	0.00
Totals	6	\$2,167.50	\$2,550.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
E 3	50	11/05/12	11/05/12	MF 8-9a newsplus	CM	MF 8-9a	1-----	:30/:30	1	\$350.00	01	0.00	PR	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$350.00		0.00			
E 4	50	11/01/12	11/01/12	MF 8-9a newsplus	CM	MF 8-9a	---1---	:30	1	\$350.00	01	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$350.00		0.00			
E 5	50	10/30/12	10/30/12	MF 10-11p newsplus	CM	MF 10-11p	-1-----	:30/:30	1	\$800.00	01	0.00	PR	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$800.00		0.00			
E 6	50	10/30/12	11/06/12	MF 8-9a newsplus	CM	MF 8-9a	-1-----	:30/:30	1	\$350.00	01	0.00	PR	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$350.00		0.00			



WDCW-TV

Print Date: 10/24/12

Contract / Revision **373558** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/18/12/ 10/04/12

Order Sep 00:15:00

Advertiser **G Allen/R/Senate**

Product **ALLEN FOR SENATE**

Estimate # **C30N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 6	50	10/30/12	11/06/12	MF 8-9a newsplus	CM	MF 8-9a	-1-----	:30/:30	1	\$350.00	01	0.00	PB	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-1-----			1		\$350.00		0.00				
E 8	50	10/31/12	10/31/12	MF 8-9a newsplus	CM	MF 8-9a	--1----	:30/:30	1	\$350.00	01	0.00	PB	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--1----			1		\$350.00		0.00				
													Totals	6	\$2,550.00

FAX# 703 528 7880
CREDIT RISK !!!
HARRIS REPORT FROM REP SEP4/12 12.28
CHANGES *** WDCW-TV ***

ADV. NAME POLI/G ALLEN/R/SEN/VA

REP. # _____ OFF. # _____ SALESMAN # _____

AGY. NANE SNART MEDIA GROUP

BUYER NAME PATRICIA DOME

814 KING STREET, SUITE 400

SALES PRSN WA- DAVE CLARK

ALEXANDRIA, VA 22314

ORDER # _____ CONTRACT # 6238412

CLASS: NATL. LOCAL REGIONAL

PRDCT ALLEN FOR SENATE EST#**** COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP4/12 12.28

REP: TO: MALLORY
FROM: GREG
ORDER REVISED
REVISED TTL...\$3350...7X
THX PLS CFM, 9/4/12

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING
*****IDB# 1046*****

[illegible]

AGENCY ADVERTISER CODE = ALLNS
AGENCY PRODUCT CODE = ORDR

AGENCY EST# = C30N06

1 S 800A-900A

30

\$350.00

11/2

11/2

C

FRI

0

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PROGRAM : NEWS PLUS MINUTE
RA35+ : 0.6
CON COM1: NEWS PLUS MINUTE
```

7 S 1000P-1100P

30

\$800.00

10/31

10/31

C

WED

0

PROGRAM : LATE NEWS
RA35+ : 0.2
CON COM1: LATE NEWS

6238412
UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880

HARRIS REPORT FROM REP
CHANGES SEP4/12 12.28
*** WDCW-TV ***

REP	CD	TIME PERIOD	LGTH	SEC	RATE	START	END	SPTS	WEEK	DAYS	TOTL
LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS
2					\$3,350.00						

CONTRACT TOTAL \$3,350.00
TOTAL SPOTS 7

MARKET TOTALS \$450,000 WDCW 1% WJLA 23% WUSA 18% WRC 31% WTTG 27% WPXW 0% WDCA 0%
CABL 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

6238412
REV#0 ***

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880
HARRIS REPORT FROM REP

JUL17/12 11.5
*** WDCW-TV ***

ADV. NAME POLI/G ALLEN/R/SEN/VA

AGY. NAME SMART MEDIA GROUP

814 KING STREET, SUITE 400

ALEXANDRIA, VA 22314

REP.# OFF.# SALESMAN #

BUYER NAME PATRICIA DOME

SALES PRSN WA- DAVE CLARK

ORDER #

CONTRACT # 6238412

PRDCT ALLEN FOR SENATE

EST#**** COMMENTS: (LINE, ORDER, INVOICE)

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES OCT30/12

NOV6/12 WK-2

CITY TAX

STATE TAX

CO-OP BILLING NEEDED

DATE JUL17/12 11.54

REP: TO: NSA WDCW
FROM: GREG FOR DAVE
NEW ORDER
TTL...\$4500...9X
THX PLS CFM, 7/17/12

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING
*****IDB# 1046*****

CF 7/19

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK :	DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT :	:	:SPTS:

AGENCY ADVERTISER CODE = ALLNS
AGENCY PRODUCT CODE = ORDR

AGENCY EST# = C30N06

1 800A-900A 30

\$350.00

11/2

11/2

1

FRI

1

PROGRAM : NEWS PLUS MINUTE
RA35+ : 0.6
CON COM1: NEWS PLUS MINUTE

2 1000P-1100P 30

\$800.00

11/5

11/5

1

MON

1

PROGRAM : LATE NEWS
RA35+ : 0.2
CON COM1: LATE NEWS

6238412
REV#0 ***

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880
HARRIS REPORT FROM REP

JUL17/12 11.5
*** WDCW-TV ***

REP :LINE#:	CD:	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK:	WEEK INVT	DAYS	TOTL :SPTS:
3		800A-900A	30		\$350.00	11/5	11/5	1		MON	1
PROGRAM : NEWS PLUS MINUTE											
RA35+ : 0.6											
CON COM1: NEWS PLUS MINUTE											
4		800A-900A	30		\$350.00	11/1	11/1	1		THU	1
PROGRAM : NEWS PLUS MINUTE											
RA35+ : 0.6											
CON COM1: NEWS PLUS MINUTE											
5		1000P-1100P	30		\$800.00	10/30	10/30	1		TUE	1
PROGRAM : LATE NEWS											
RA35+ : 0.2											
CON COM1: LATE NEWS											
6		800A-900A	30		\$350.00	10/30	11/6	1		TUE	2
PROGRAM : NEWS PLUS MINUTE											
RA35+ : 0.6											
CON COM1: NEWS PLUS MINUTE											
7		1000P-1100P	30		\$800.00	10/31	10/31	1		WED	1
PROGRAM : LATE NEWS											
RA35+ : 0.2											
CON COM1: LATE NEWS											
8		800A-900A	30		\$350.00	10/31	10/31	1		WED	1
PROGRAM : NEWS PLUS MINUTE											
RA35+ : 0.6											
CON COM1: NEWS PLUS MINUTE											

CONTRACT TOTAL \$4,500.00
TOTAL SPOTS 9

NOV/12 \$4,500.00

EC as MF 6-8a

MARKET TOTALS \$450,000 WDCW 1% WJLA 23% WUSA 18% WRC 31% WTTG 27% WPXW 0% WDCA 0%
CABL 0%

SVC- NSI
DEMOS- RA35+*

what should they be
- which lines does Rew3 be News Spots.